

FIG. 1

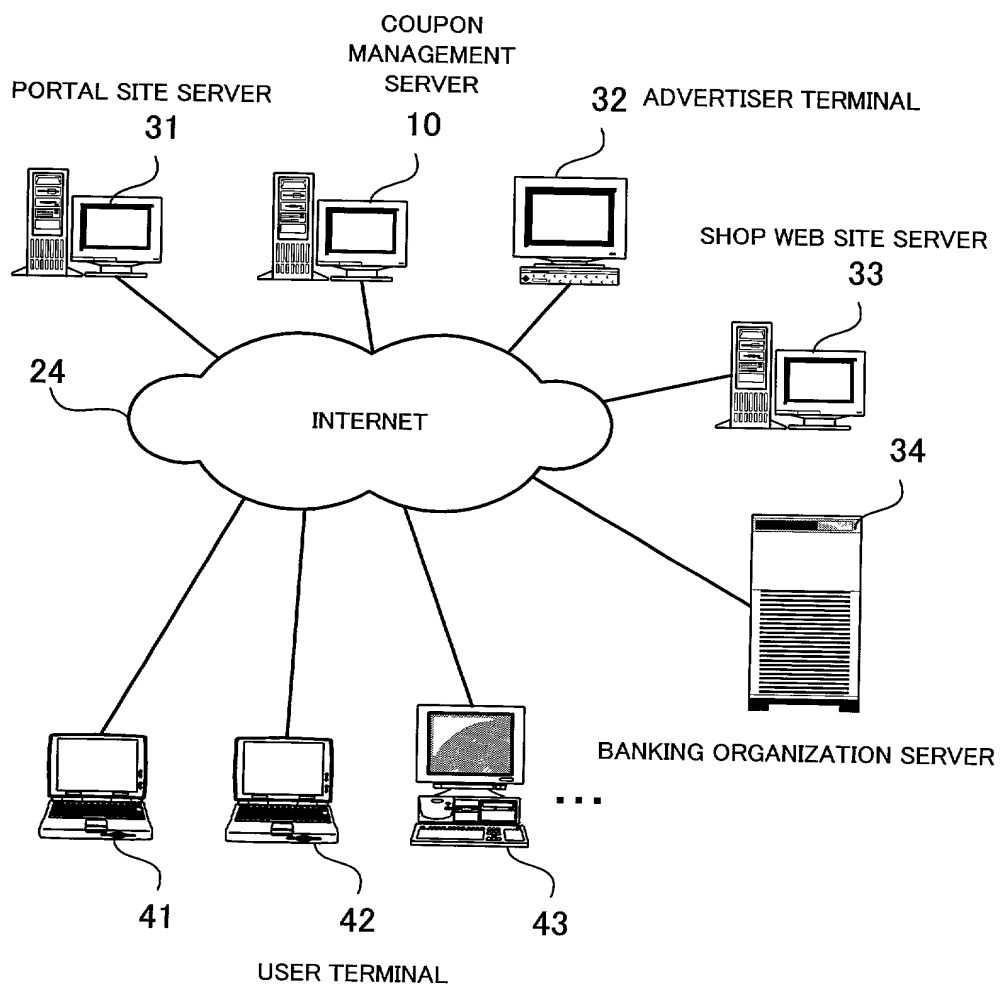


FIG. 2

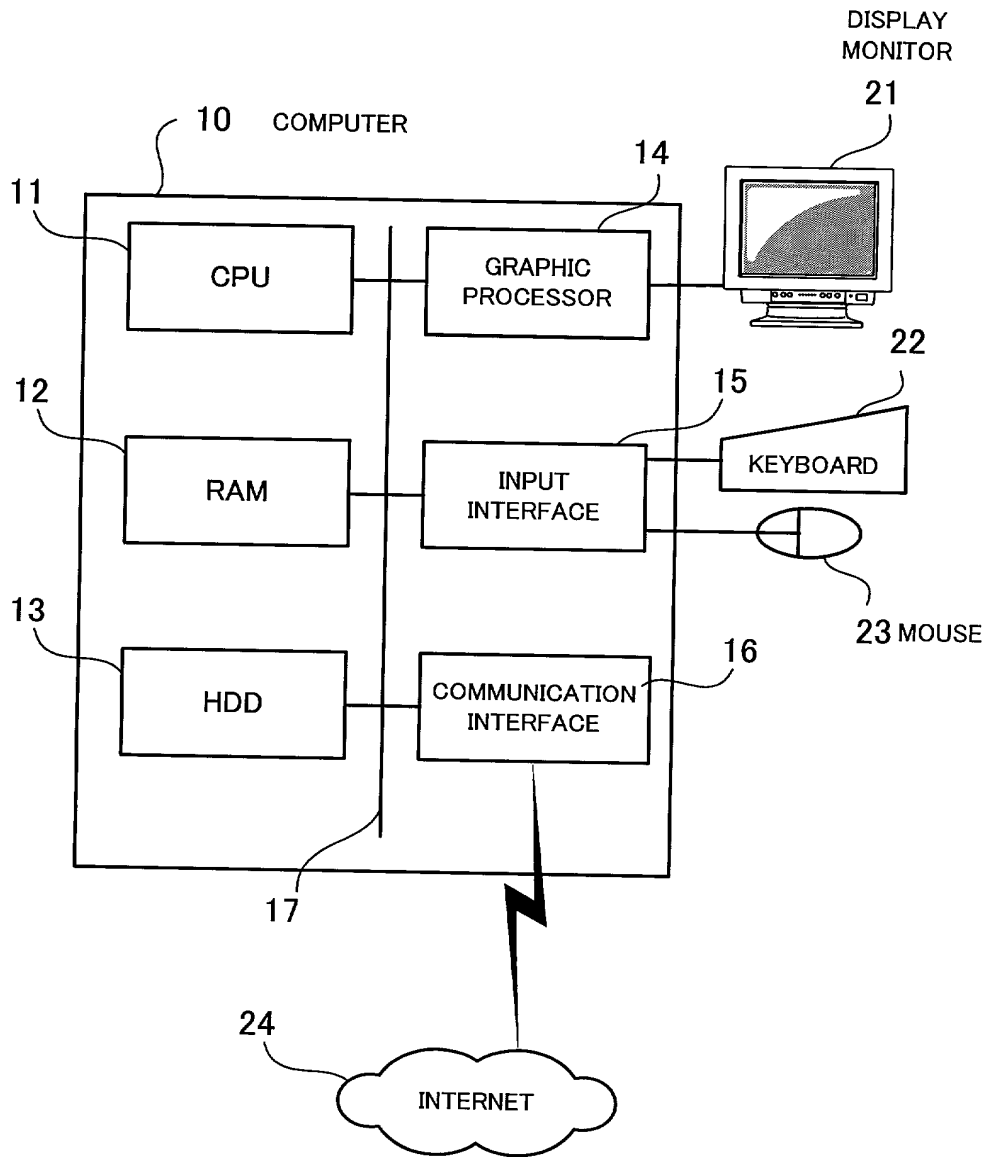


FIG. 3

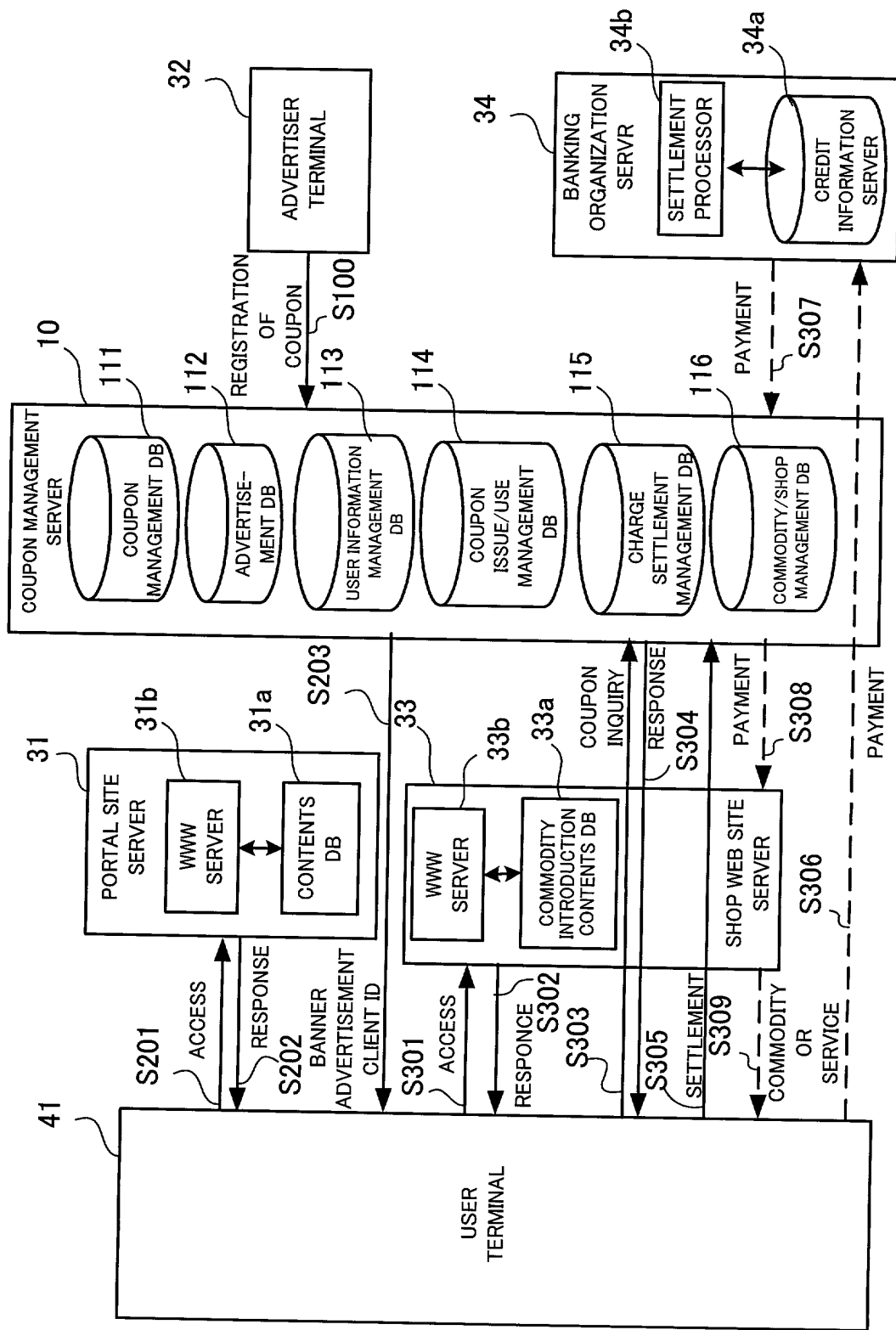
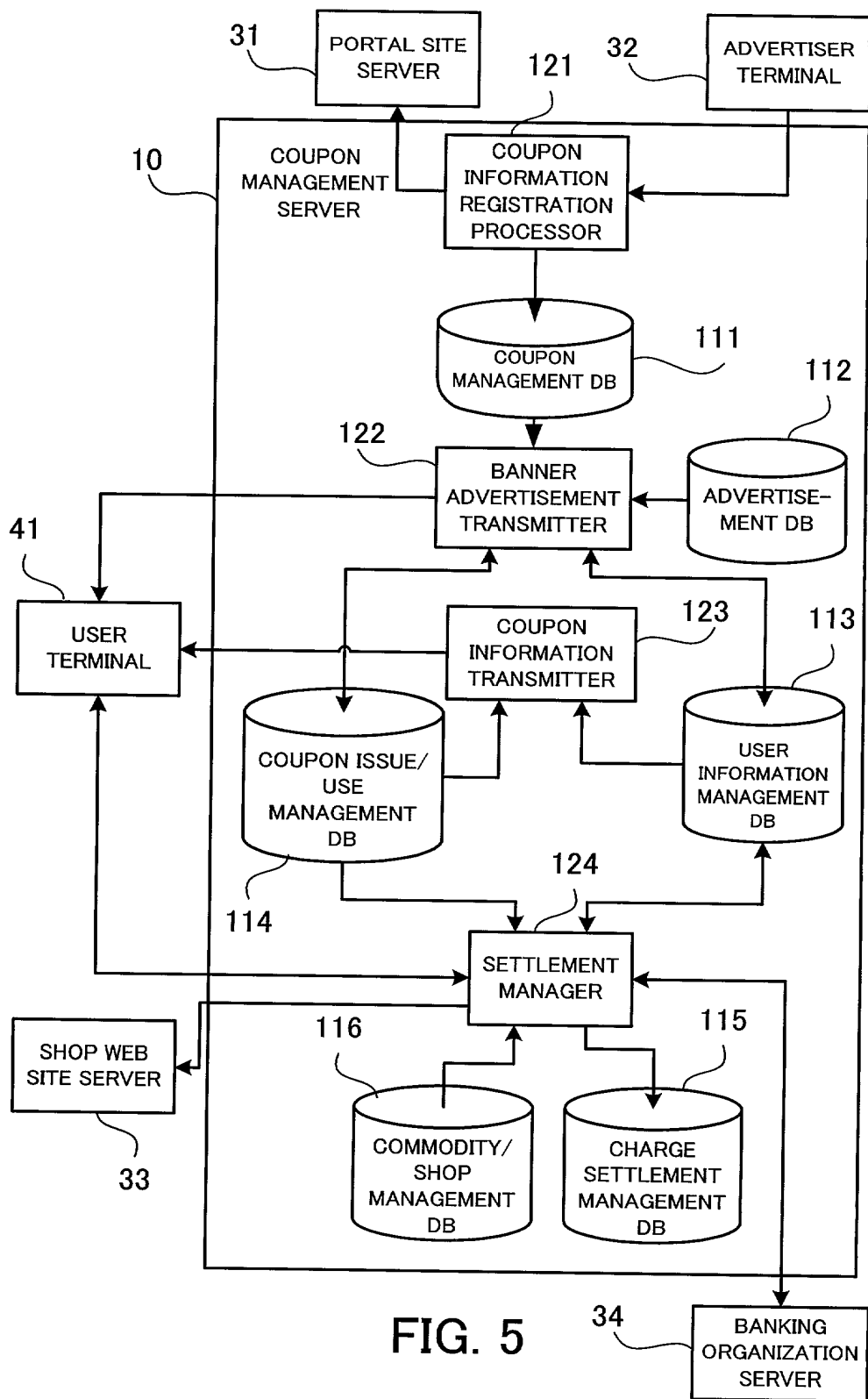


FIG. 4



111 COUPON
MANAGEMENT DB

111a COUPON INFORMATION
TABLE

COUPON ID	SHOP ID	COMMODITY CODE	COMMODITY NAME	DISCOUNT TYPE	DISCOUNT RATE	DISCOUNT AMOUNT	UPPER LIMIT NUMBER	EFFECTIVE PERIOD
301	401	1	SPORT CAR	AMOUNT		20000 YEN	10	~2001/03
302	402	1	SNACK	DISCOUNT RATE	10%		999999	~2001/12
303	403	1	CUP OF GLASS	CONDITION TYPE			999999	2001/04~ 2001/12
∴	∴	∴	∴	∴	∴	∴	∴	∴

111b DISCOUNT CONDITION TABLE

COUPON ID	CONDITION	DISCOUNT TYPE	DISCOUNT RATE	DISCOUNT AMOUNT
303	AMOUNT OF MONEY TO PURCHASE COMMODITIES SHOULD BE 10000 YEN OR MORE	DISCOUNT RATE	10%	
303	CONSUMER SHOULD ALSO HAVE COUPON ID 301	DISCOUNT RATE	15%	
∴	∴	∴	∴	∴

FIG. 6

112 ADVERTISEMENT DB

112a ADVERTISER TABLE

ADVERTISER ID	ADVERTISER NAME
201	A AUTOMOBILE
202	B BEER
203	C FLORIST
⋮	⋮

112b ADVERTISEMENT INFORMATION TABLE

ADVERTISEMENT TYPE ID	ADVERTISER ID	COUPON ID	ADVERTISEMENT URL
101	201	301	http://www.xxx.com/101.gif
102	202	302	http://www.xxx.com/102.gif
103	202	303	http://www.xxx.com/102.gif
104	203	303	http://www.xxx.com/104.gif
⋮	⋮	⋮	⋮

112c GRAPHIC DATA

NEW SPORTS CAR SALES STARTED
A AUTOMOBILE



FIG. 7

FIG. 8

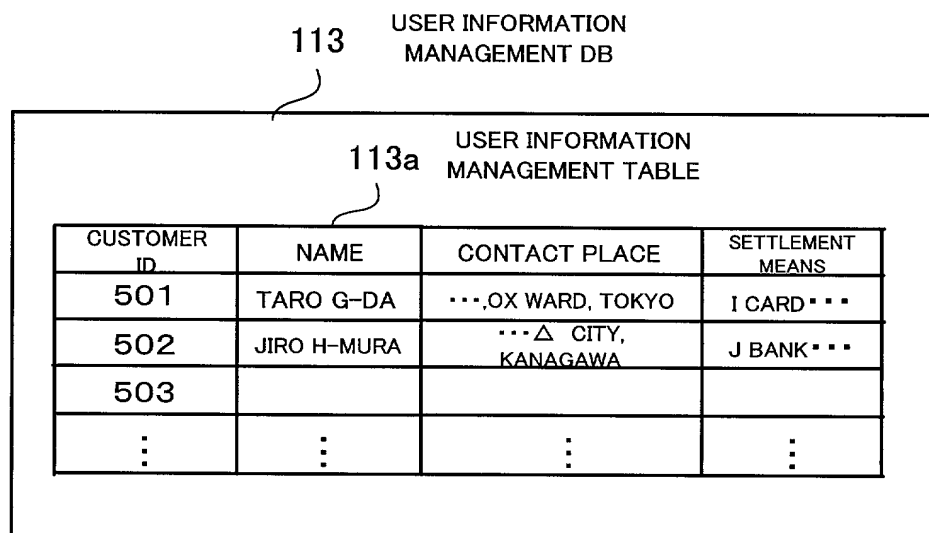


FIG. 8

114 COUPON ISSUE/USE MANAGEMENT DB

114a ISSUED COUPON MANAGEMENT TABLE							
CUSTOMER ID	COUPON ID	ADVERTISE- MENT TYPE ID	DATE OF ISSUE	EXPIRY DATE	EFFECTIVE FLAG	DATE OF USE	
501	301	101	DECEMBER 1	JANUARY 1	EFFECTIVE		
502	301	101	DECEMBER 5	JANUARY 5	EFFECTIVE		
502	303	103	DECEMBER 5	DECEMBER 12	USED	DECEMBER 10	
:	:	:	:	:	:	:	

FIG. 9

115 CHARGE SETTLEMENT
MANAGEMENT DB

115a CHARGE SETTLEMENT
MANAGEMENT TABLE

CUSTOMER ID	SHOP ID	COMMODITY CODE	CHARGED AMOUNT	CHARGED DATE	REMITTANCE FLAG	COMMODITY DELIVERY FLAG
502	403	1	850	DECEMBER 10	REMITTED	NON-DELIVERED
⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG.10

116 COMMODITY/SHOP
MANAGEMENT DB

116a SHOP INFORMATION
TABLE

SHOP ID	SHOP NAME	REMITTANCE DESTINATION
401	A AUTOMOBILE	D BANK, SAVING ACCOUNT 1234567
402	E CONFECTIONERY	:
403	F TABLEWARE	:
⋮	⋮	⋮

116b COMMODITY
INFORMATION TABLE

SHOP ID	COMMODITY CODE	COMMODITY NAME	PRICE
401	1	SPORTS CAR	2 MILLION YEN
401	2	OFF-ROAD CAR	2.5 MILLION YEN
⋮	⋮	⋮	⋮
403	1	CUP OF GLASS	1000 YEN
⋮	⋮	⋮	⋮

FIG.11

FLOW: ADVERTISEMENT REGISTRATION

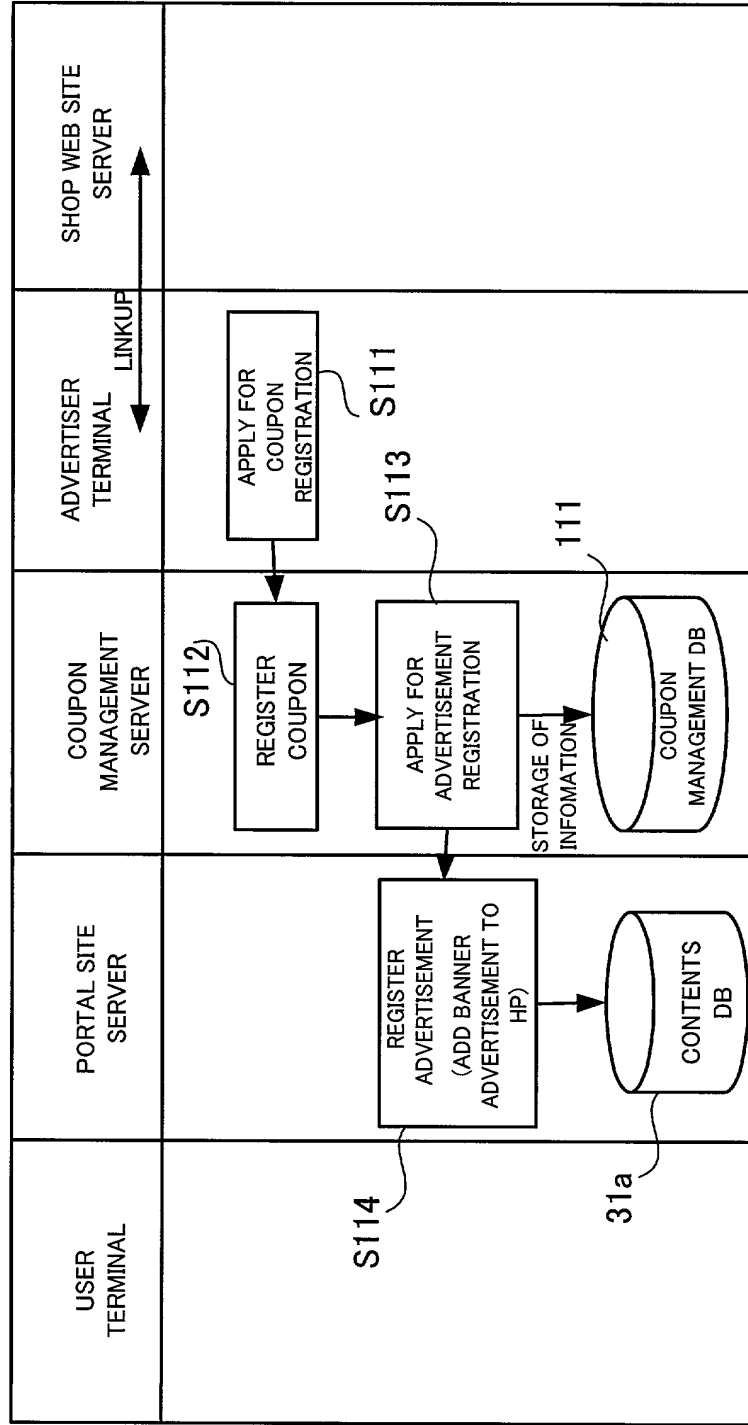


FIG.12

FLOW: COUPON ISSUANCE

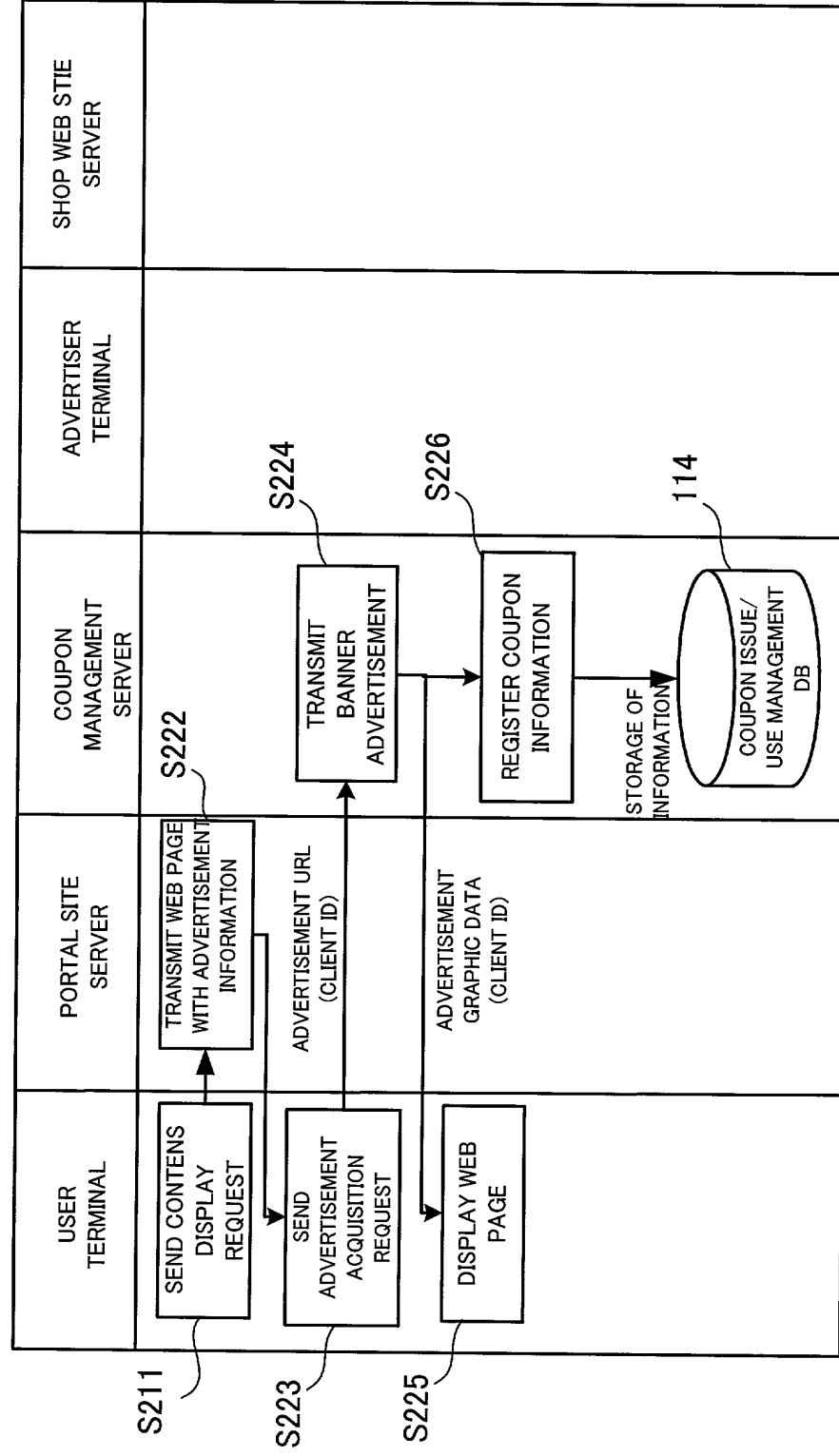


FIG.13

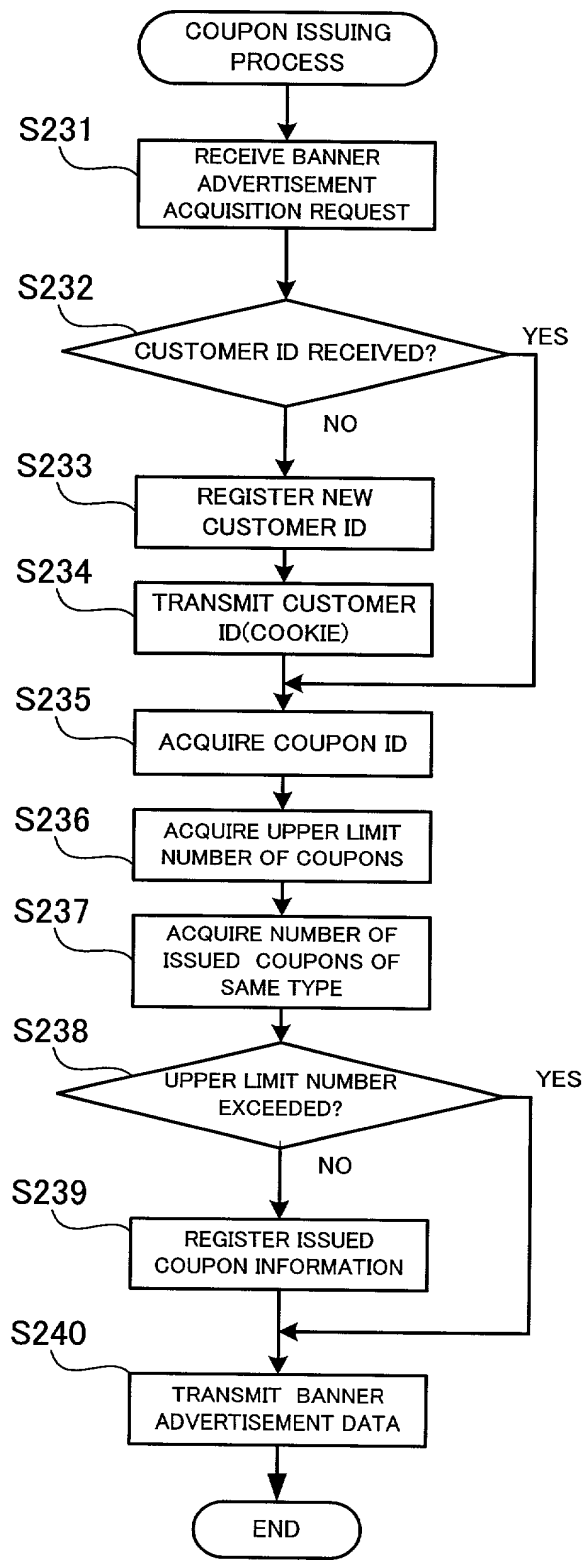


FIG.14

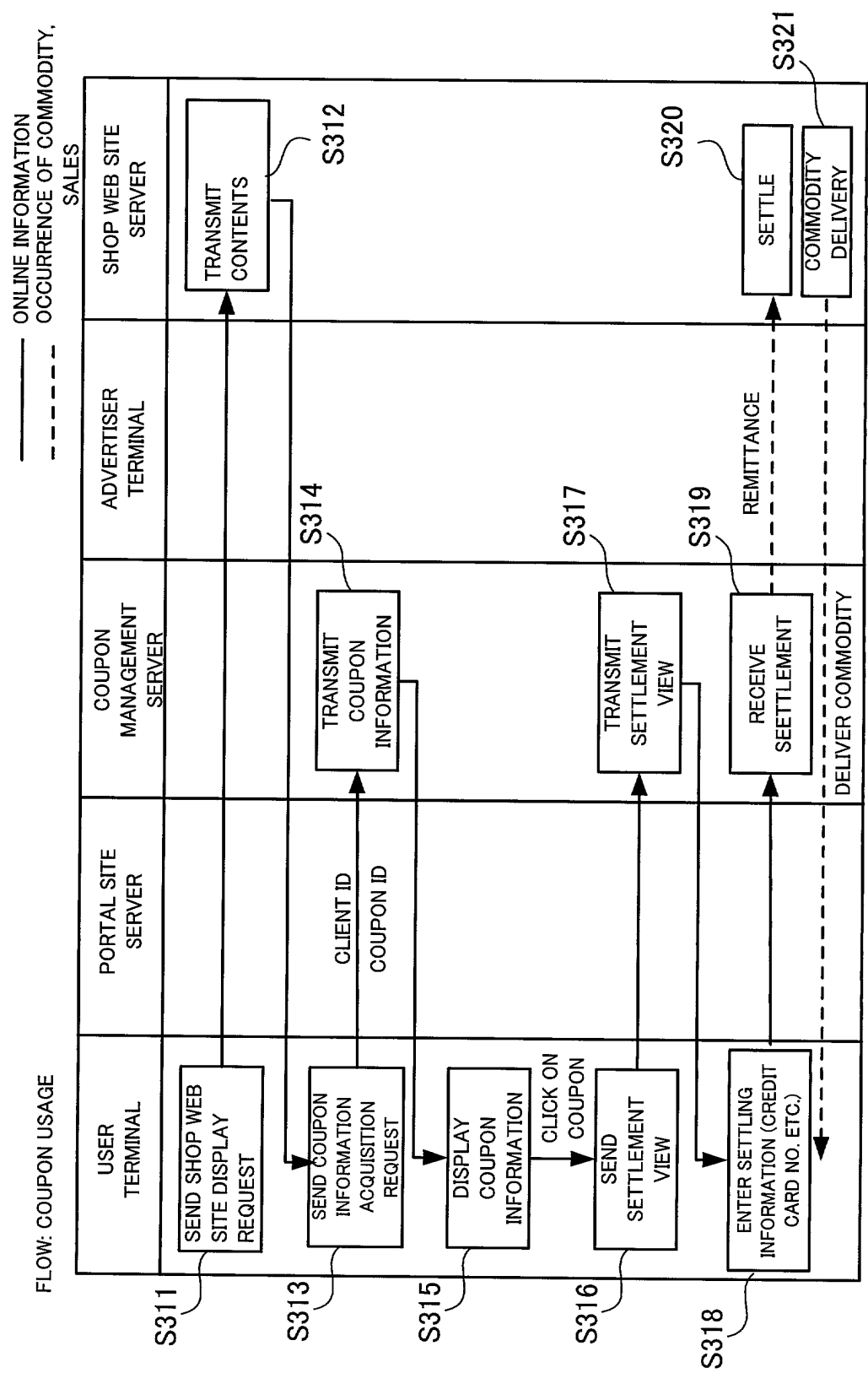


FIG.15

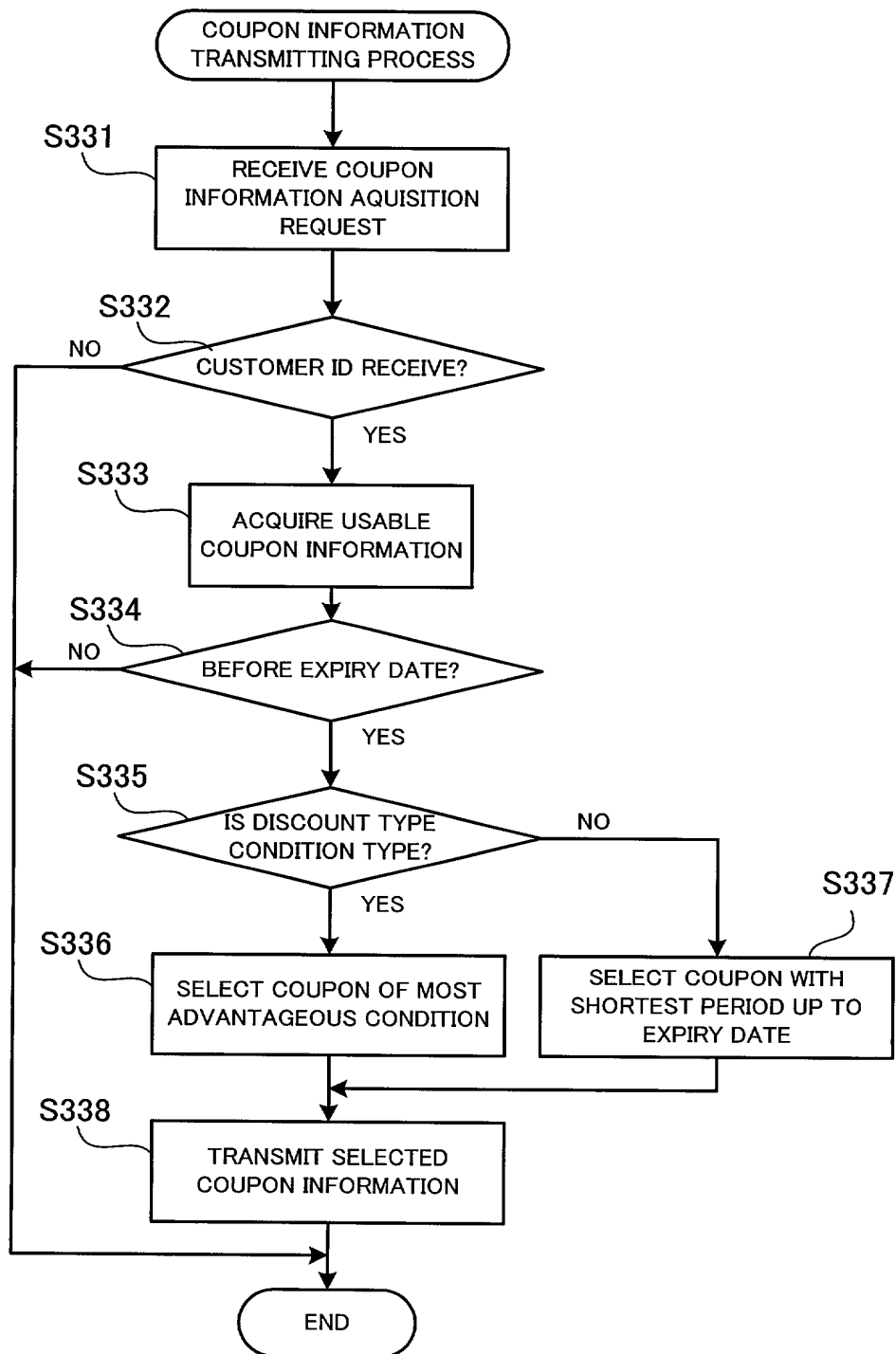


FIG.16

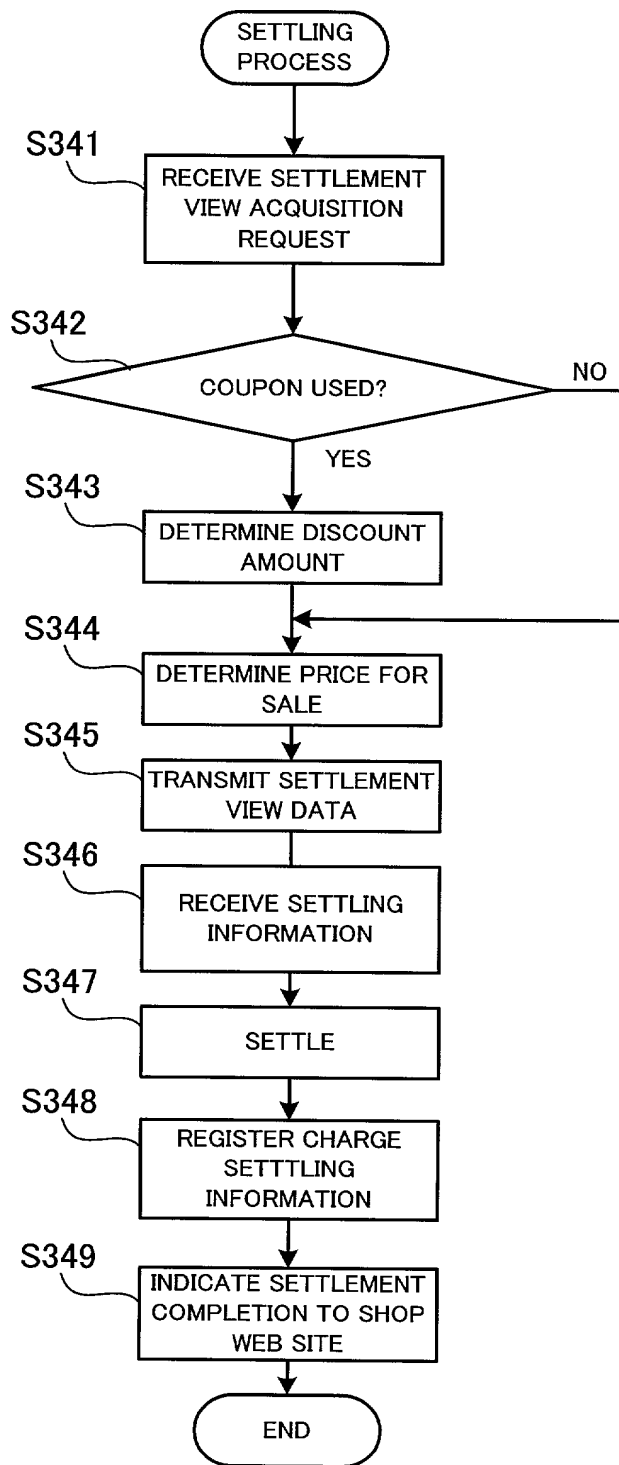


FIG.17

FLOW: REFERRING TO COUPON

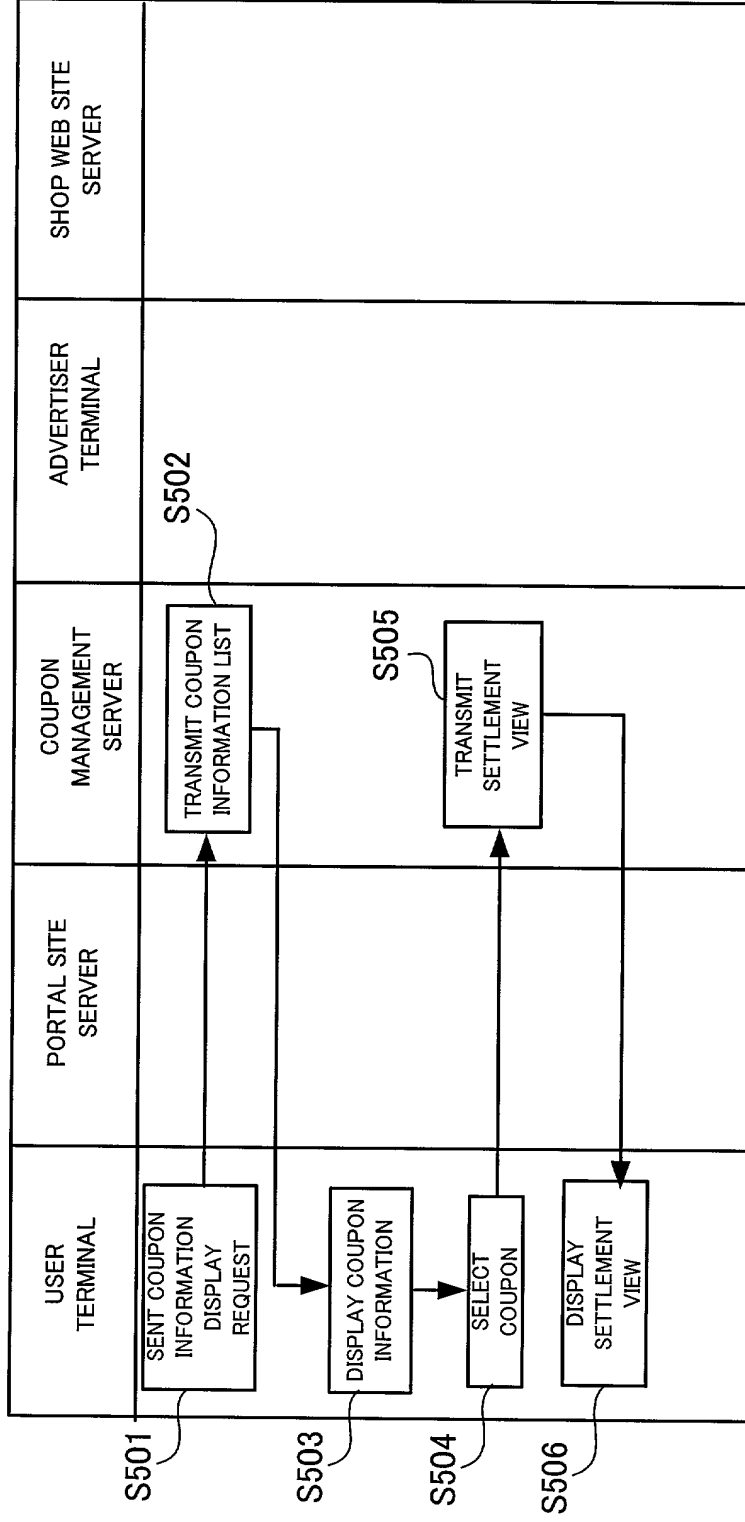


FIG.18

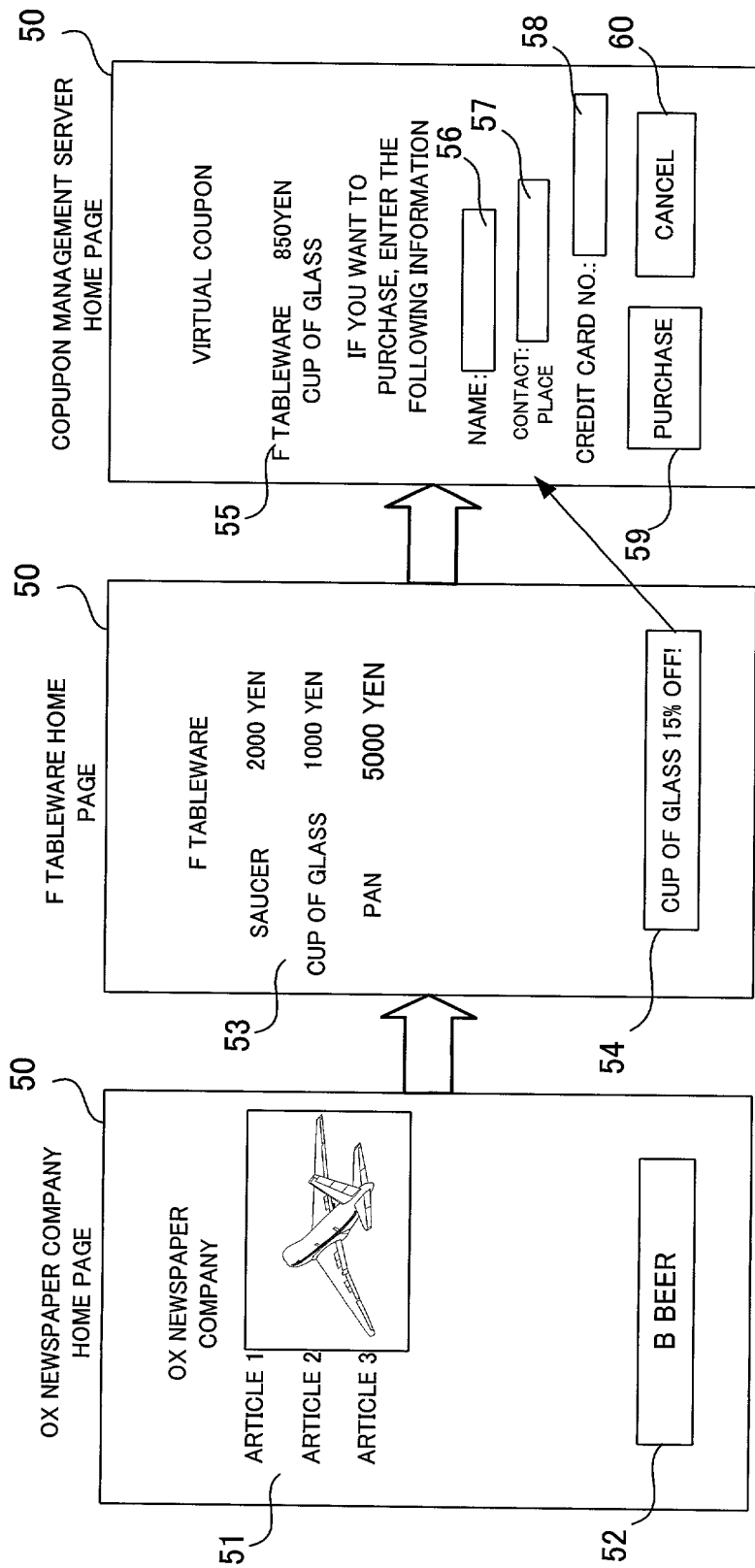


FIG.19(A)

FIG.19(B)

FIG.19(C)